

WHAT DIFFERENCE DOES IT MAKE?

EVALUATING THE EFFECTIVENESS OF A PDA RESOURCE

Personal Digital Archiving - NYC
April 25, 2015

Yvonne Ng
WITNESS
@ng_yvonne

Activists' Guide to Archiving Video

Be a WITNESS

Tell us how to improve this guide

Take the Survey!

Start Here

- Who is this Guide for?
- Why Archive?
- What is Archiving?
- How to Use this Guide

The Workflow

- Create
- Transfer



Create

Start archiving your video at the point of creation.

Transfer

Move video and metadata from one device or location to another.

Acquire

Receive video and metadata from a source and add it to your collection.

Organize

Organize your digital video files and documentation.

Store

Store your videos, manage the storage environment, and recover from errors.

Catalog

Create a structured and searchable system for creating and managing metadata, and finding your videos.

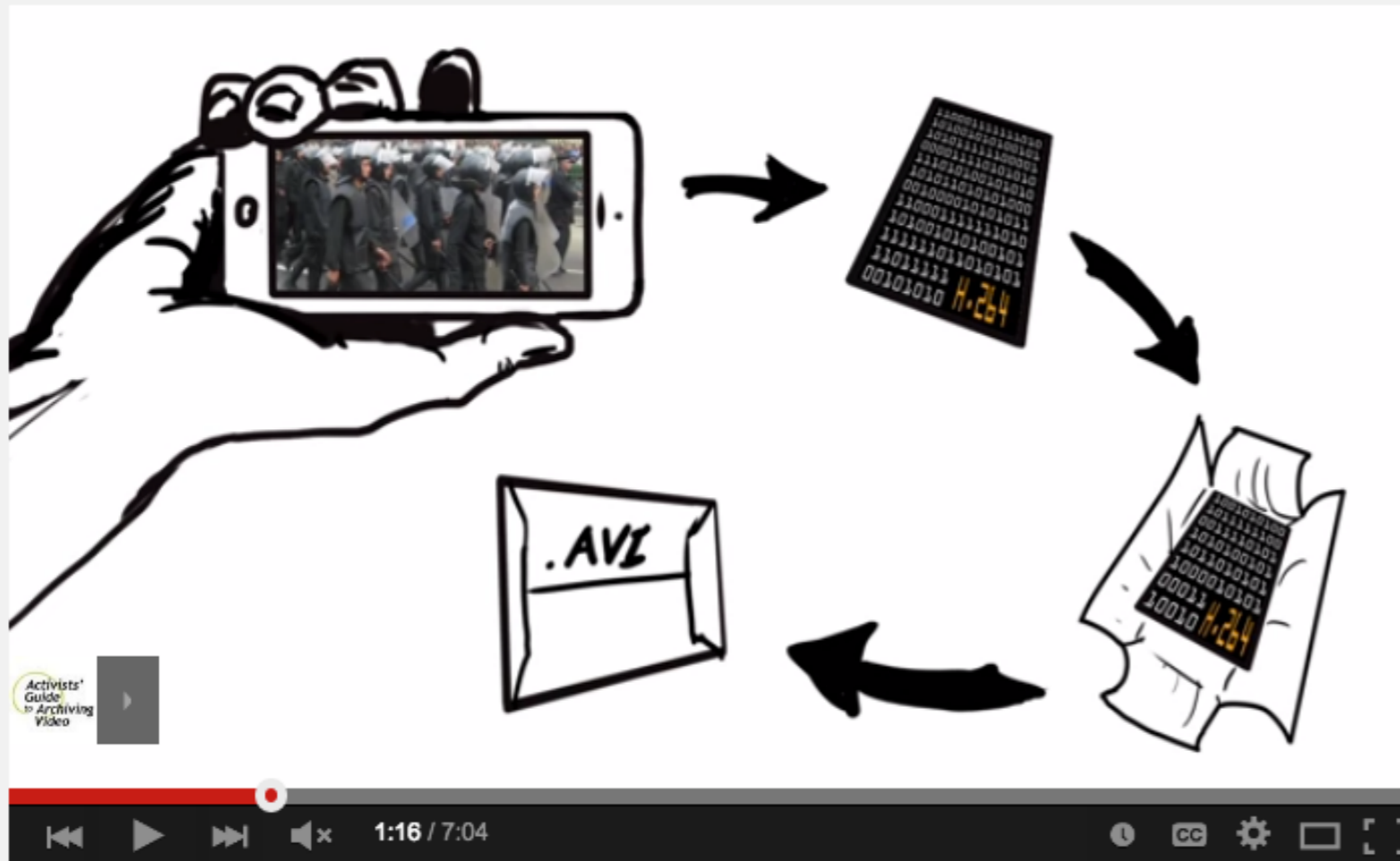
Preserve

Ensure that your collection will be preserved and accessible far into the future.

Share

Make your collection accessible to others outside your organization.


<http://archiveguide.witness.org>




Activists' Guide to Archiving Video


by WITNESS • 2/4 videos



1  **Planning to Preserve Video for Human Rights**
WITNESS

▶  **Deconstructing Digital Video for Activists**
WITNESS

3  **What Is Video Metadata?**
WITNESS

4  **Activists Guide for Archiving Video**
LibertasIntel

Deconstructing Digital Video for Activists



WITNESS

✓ Subscribed



1,876



Planning to Preserve Video for Human Rights

by WITNESS

1,015 views

Peter Gabriel on How Technology and

<https://www.youtube.com/user/Witness>

WHY EVALUATE?

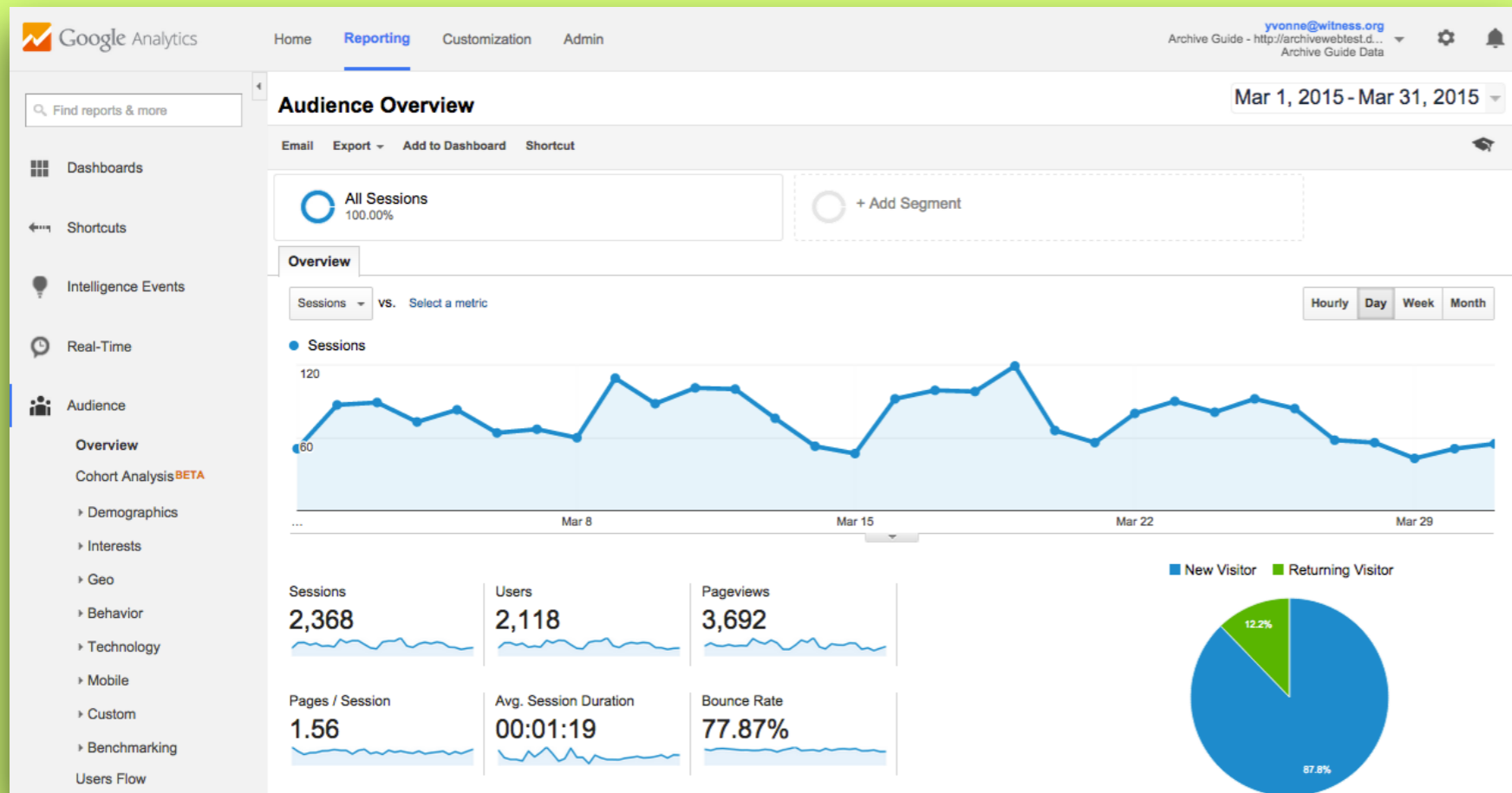
- Accountability
- Impact
- Improve Performance
- Strategic

EVALUATION STEPS

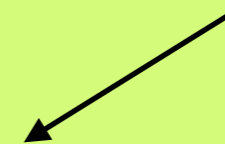
1. Collect data
2. Analyze data
3. Share and reflect internally
4. Share back externally

COLLECTING DATA

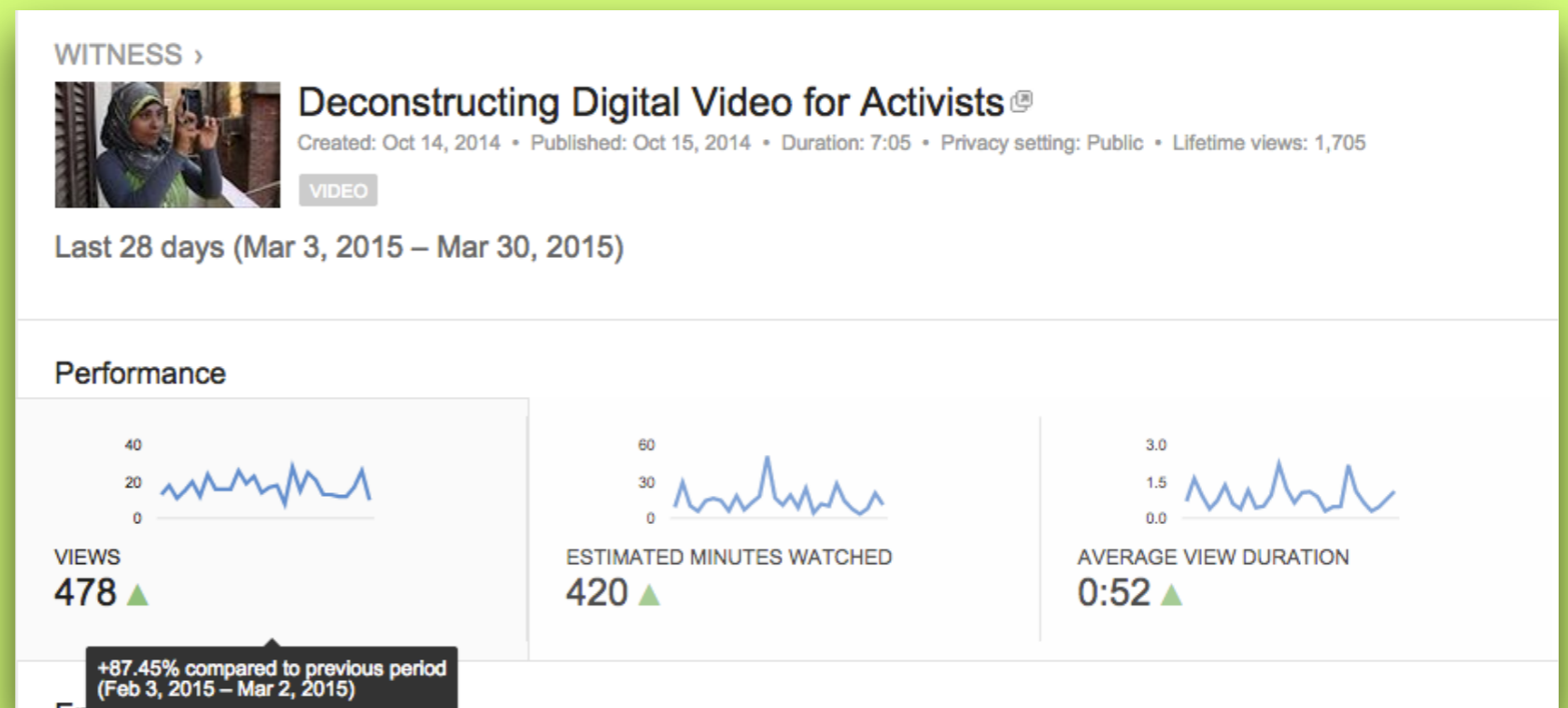
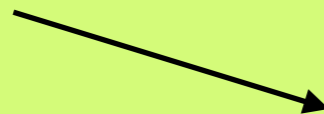
1. Data collection plan (what data, tracked how often, with what tools?)
2. Track quantitative indicators and compile qualitative anecdotes monthly.
3. One-time user survey + follow up interviews.



Google Analytics



Youtube Analytics



WITNESS's *Activists' Guide to Archiving Video* Survey

Follow the three easy steps below.

- 1 Tell us about you
- 2 Tell us about your experience using the Guide
- 3 Finish and follow up

How have you used WITNESS's *Activists' Guide to Archiving Video*? *

- ☒ As an individual ☐ As part of an organization

Please select which of the following describes you. You may choose more than one.

Check all that apply

- | | |
|---|---|
| <input type="checkbox"/> Activist | <input type="checkbox"/> Independent or amateur filmmaker/documenter |
| <input type="checkbox"/> Independent or amateur journalist | <input type="checkbox"/> Professional filmmaker/documenter |
| <input type="checkbox"/> Professional journalist | <input type="checkbox"/> Educator/trainer |
| <input type="checkbox"/> Member of an activist organization | <input type="checkbox"/> Work professionally on human rights |
| <input type="checkbox"/> Have a personal video collection | <input type="checkbox"/> Member or staff of an organization that has a video collection |
| <input type="checkbox"/> Work professionally in archives | <input type="checkbox"/> Student in archives/library/information science program |
| <input type="checkbox"/> Part of an organization with an archivist on staff | <input type="checkbox"/> Other |

Do you have a collection of videos? *

- ☐ Yes ☒ No

Wufoo survey

Skype interviews



CHALLENGES

- Determining outcomes, outputs and indicators takes time & consideration.
- User survey: outreach vs. response rate.

TIPS / LESSONS

- SMART (Specific, Measurable, Achievable, Realistic, Time-Bound) outcomes make it possible to measure progress.
- Collect data purposefully. Don't collect if you're not going to use.
- Anyone have better experience with surveys they can share?

ANALYZING DATA & INTERNAL SHARING

1. Templated monthly updates.
2. Quarterly all-staff meeting.
3. 6-month reflection & half-day program staff meeting.
4. Survey analysis.

CHALLENGES

- Resources spent evaluating vs. doing the work.
- Requires commitment / buy-in of organization (not an issue in WITNESS's case).
- Survey has limited validity due to low respondent #s.

TIPS / LESSONS

- Balance value of reporting with resources required (e.g. scaled back monthly reports to bimonthly reports).
- Iterative analysis / report back throughout, and not just at the end.
- Focus on outcomes over activities/outputs.

THANK YOU!

YVONNE@WITNESS.ORG
@NG_YVONNE